


# Norris Electric

Your Touchstone Energy® Partner 

# News

## Congratulations, Norris Electric!

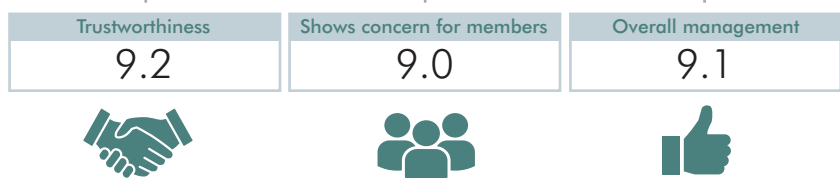
## 2018 member survey results

During the fall of 2018, a Residential Satisfaction and Attitudes Survey was conducted to determine satisfaction and loyalty, perceptions about co-op performance, attitudes regarding energy efficiency, co-op relationship issues, marketing and communication opportunities, member demographics, and the co-op's CAPS (Cooperative Attitude and Performance Score) and ACSI (American Customer Satisfaction Index) scores.

We utilize the survey to help improve processes and provide direction to better serve our members. On March 19, Nancy McDonald from the Association of Illinois Electric Cooperatives reviewed the survey results with the employees and the board. The information will be analyzed to look for ways to continuously improve our service to our members.

Below is the executive summary:

### Performance



Ratings are on a 10-point scale, or the percentage of 8-10 responses.

#### Co-op Performance

CAPS (Cooperative Attitude & Performance Score) 91 percent - Norris receives high ratings on core service areas of reliable service and outage restoration.

Excellent ratings in areas involving communication and member-facing employees - at least 95 percent of respondents are somewhat or very

satisfied in these areas.

Approximately nine in 10 are somewhat or very satisfied with six key areas relating to co-op culture - lower ratings for supporting renewable energy.

At least eight in 10 are somewhat or very satisfied in 13 of 16 performance areas measured - lower ratings for charging reasonable rates, helping members use electricity efficiently to control your bills, and supporting

renewable energy like wind and solar. However, eight in 10 say they receive good value for the money.

### Member Satisfaction

Very high overall co-op satisfaction – 92 percent are overall satisfied, and Norris tied for highest score in the state.

ACSI Score of 88 is highest in 15 years of scoring.

Benchmarking & Key Drivers

ACSI Score of 88 is well above Touchstone and national cooperative average of 77.

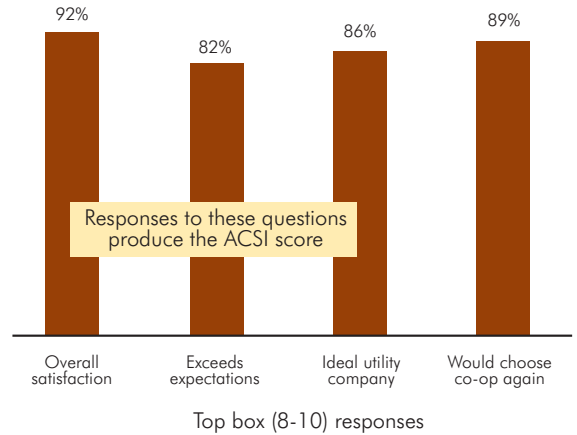
The ACSI score is driven by several variables, however providing reliable electric service and restoring power quickly after an outage drive more than half of the score.

The CAPS score is heavily driven by perceptions of the co-op's commitment to local communities and communicating effectively to our members and employees.

### Energy Efficiency

Energy efficiency attitudes are

## Satisfaction



driven by cost savings – only one in 10 are willing to pay more to be energy efficient.

### Relationship & Communication

\*Roughly seven in 10 respondents identify as customers – higher satisfaction among those identifying as member/owners.

Most important to members are the core service areas of reliability, cost and member service.

More than nine in 10 respondents read the co-op magazine – preferred content is local feature

stories and recipes.

Outage information and bill payment are preferred website features. Significant social media use, more than half use Facebook – however only 10 percent prefer co-op communication via social media.

### Demographics

Median length of service is 24 years, four in 10 respondents have been members 30+ years.

Median age is 61 years – mostly middle-aged and older.

# 2018 capital credits allocations statements

As a not-for-profit cooperative, Norris Electric is owned by the member-consumers we serve. When you pay your electric bill, you are accumulating equity in your cooperative.

One of the benefits of belonging to a cooperative is that any monies left over after expenses are paid are allocated back to the

members in the form of capital credits according to your usage.

If you received electric service or internet service from Norris Electric in 2018, you will receive a card in the mail which shows the amount being allocated to your capital credit account. This is not a charge you owe nor can it be used to pay your bill. It is a statement

of your equity in Norris Electric Cooperative for the year 2018.

Capital credits will be returned to the members when Norris Electric Cooperative's board of directors decides that the co-op is strong enough financially to do so. This notice is for our members' information only and does not require any action of their part.

# Unplug to be more connected

By Anne Prince, NRECA

“Almost everything will work again if you unplug it for a few minutes, including you.” Author Anne Lamott cleverly captures the benefits of unplugging in today’s device-driven, multi-tasking world. Keeping up with work, family and school activities or the latest trends on social media makes most of us feel compelled to constantly check our devices.

Summer is a great time to take a family vacation, but it’s also a good opportunity to unplug from our devices and enjoy the great outdoors with family and friends. Research has shown that we all need downtime after a busy day to recharge—even though we may resist it. Take a moment to slow down and enjoy some peaceful hours away from technology.

While you’re unplugging from your devices, take a look around your home to identify electronics that consume energy even when they are not in use (this is known as “vampire” energy loss). TVs, gaming consoles, phone chargers and computers are some of the biggest culprits.

If your summer plans include a staycation, take time to recharge your relationships and be more present with those you love. Enjoy our beautiful surroundings with your family and friends.

Speaking of spending time outdoors, you can also enjoy energy savings by incorporating LED products and fixtures for outdoor use, such as pathway, step and porch lights. Many include features like automatic



daylight shut-off and motion sensors. You can also find solar-powered lighting for outdoor spaces.

Save energy by keeping warm summer air outside where it belongs. Add caulk or weather stripping to seal air leaks around doors and windows. You can also employ a programmable thermostat to adjust the settings a few degrees higher when no one is home.

In our connected world, we have forgotten how to slow down. We

multitask and text. We check email, then voicemail, then Facebook. Do yourself and your family a favor. Put down the device and smell the fresh air.

While Norris Electric Cooperative can’t help you recharge your relationships, we can help you save money and energy by connecting you with our energy-saving programs and services. When you do plug back in, we’re just a call or click away.

**Help us keep  
your account  
up to date**

It is important for us to have your current phone number and email address on your account. If your phone number changes or your email changes, please call the office at 877-783-8765 or email us at [billing@norriselectric.com](mailto:billing@norriselectric.com) so we can update your account information.

# Don't just pack your bags, prepare your home for vacation too

Your bags are packed and you're ready to leave your humdrum routine for a much-needed vacation. As you pack for your destination, remember your home needs a little prep too. Along with the usual tasks such as having your mail stopped, there are other steps you can take to help deter burglars and even save you a little green.

**Before you leave, here are some ways to save money on your energy bill:**

- Adjust your hot water heater. For a natural gas water heater, turn it to low or vacation mode. For an electric version, turn it down or off at the circuit breaker panel.
- Set or program your thermostat to a temperature that mimics the outside temperature (about 80 to 85 degrees). This still protects your wood floors and furniture and keeps any pets comfortable but saves on energy costs.
- Do not completely turn off your air conditioning during vacation, however, so the air in your house continues to circulate.
- Unplug small appliances and electronic devices including gaming systems so that they don't draw power. Also, do not leave chargers plugged into an outlet. (This tip is important when you're home as well. Do not leave chargers plugged in when they're not in use since they can overheat. Unplug charging devices after electronics are fully charged.)
- Make sure your sump pump is working.

**Take these electrical and plumbing precautions:**

- Turn off water valves to the dishwasher, washing machine and all sinks. Or, consider shutting off

the main water valve, which cuts off water to the house but still allows water supply to an outdoor sprinkler system.


**Here are some ways to keep your home looking lived in to ward off burglars:**

- If you have a smart home, it's easy to regulate lights in your home remotely. Turn various lights on and off intermittently or have them timed to do so.
- If you do not have smart lighting, put various lights on timers.

- Ask a trusted neighbor to park in your driveway occasionally while you are gone.
- Use motion detectors on outside lights.
- Before you leave, check all windows and doors to make sure they are locked.

And finally, remember to clean out your fridge before leaving so that you don't come home to moldy leftovers.

*For more information about electrical safety, visit [SafeElectricity.org](http://SafeElectricity.org).*



**5 EASY WAYS TO PREPARE YOUR HOME FOR Vacation**

- 1. Set or program your thermostat to 85 degrees** while you are away.
- 2. Unplug** small appliances and electronic devices including gaming systems so that they don't draw power.
- 3. Adjust your hot water heater.** For a natural gas water heater, turn it to low. For an electric version turn it off at the circuit breaker.
- 4. Shut** all your curtains and blinds.
- 5. Make sure your sump pump is working.**

**Safe Electricity.org**